

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Frontline Medical
Communications Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054
Tel. No.: (973) 206-3434
Fax No.: (973) 206-9378
www.mdedge.com/neurology

NEUROLOGY REVIEWS is a B2B brand intended for individuals with broad-based interests in neurology. The brand content and editorial scope of the publication includes clinical news articles, expert interviews, and reports on the latest research findings as presented at national medical conferences. Neurology Reviews is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

NEUROLOGY REVIEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**NEUROLOGY REVIEWS
PRINT MAGAZINE**



**NEUROLOGY REVIEWS
WEBSITE**



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
NEUROLOGY REVIEWS PRINT MAGAZINE (6 issues in the period)	27,370	-	27,370
(See Paragraph 3b for Source)			
NEUROLOGY REVIEWS WEBSITE (Monthly Users with 126,060 average Pageviews)	77,227	-	77,227

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

NEUROLOGY REVIEWS serves physicians and osteopathic physicians specializing in Neurology as well as a limited number of other specialties. Also served are neurological nurse practitioners and physician assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians and osteopathic physicians in the following specialties: Neurology, Child Neurology, Family Medicine, General Practice, Hospice & Palliative Medicine (Psych & Neurology), Internal Medicine, Neuroradiology, Epilepsy, Clinical Neurophysiology, Endovascular Surgical Neurology, Neurodevelopmental Disabilities, Neuromuscular Medicine, Sleep Medicine (Psych & Neurology), Neurological Surgery, Pediatric Surgery (Neurology), Vascular Neurology, and neurological nurse practitioners and physician assistants.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	540
Allocated for Trade Shows and Conventions	-
All Other	601
TOTAL	1,146

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,370	100.0	27,370	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,370	100.0	27,370	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	26,626
September	27,694
October	27,508
November	27,520
December	27,456
January	27,418

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

This issue is 0.2% or 57 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For The United States

Patient Care

Hospital Based

Professional Classification	Total Qualified	Percent of Total	Office Based Practice (A)	Hospital Based			Semi-Retired	Total Patient Care (F)	Other Professional Activity (L)	Osteopathic Physicians (M)
				Residents (B) & (C)	Full Time Hospital Staff (D)	Total (Hospital Based) (E)				
CN Clinical Neurophysiology	693	2.5	568	6	102	108	-	676	17	-
ENR Endovascular Surgical Neuroradiology	16	0.1	11	-	5	5	-	16	-	-
EPL Epilepsy	205	0.7	105	76	20	96	-	201	4	-
FM Family Medicine	1,366	5.0	1,143	-	38	38	18	1,199	4	163
GP General Practice	50	0.2	42	-	4	4	3	49	-	1
HPN Hospice & Palliative Medicine (Psych & Neurology)	1	-	-	-	1	1	-	1	-	-
IM Internal Medicine	1,134	4.1	1,015	-	46	46	21	1,082	10	42
NDN Neurodevelopmental Disabilities	42	0.2	10	25	5	30	-	40	2	-
N Neurology	16,203	59.1	8,448	2,826	1,791	4,617	352	13,417	1,548	1,238
CHN Neurology, Child	1,957	7.1	922	641	317	958	7	1,887	33	37
NMN Neuromuscular Medicine	131	0.5	99	-	22	22	-	121	10	-
RNR Neuroradiology	1,303	4.8	1,026	2	265	267	-	1,293	10	-
SMN Sleep Medicine (Psych & Neurology)	23	0.1	21	-	1	1	1	23	-	-
NS Neurological Surgery	2,147	7.8	1,713	5	374	379	30	2,122	25	-
NSP Pediatric Surgery (Neurology)	14	-	9	-	5	5	-	14	-	-
VN Vascular Neurology	329	1.2	285	2	36	38	-	323	6	-
TOTAL COPIES TO PHYSICIANS	25,614	93.4	15,417	3,583	3,032	6,615	432	22,464	1,669	1,481
NP Neurology - Nurse Practitioners	913	3.3	-	-	-	-	-	-	-	-
PA Neurology - Physician Assistants	891	3.3	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,418	100.0								

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

Qualified Within

Qualification Source	1 year	2 year	3 year	Total Qualified	Percent
I. TOTAL - Direct Request:	9,947	2,092	1,751	13,790	50.3
a. Written	860	431	91	1,382	5.1
b. Telecommunication	9,087	1,661	1,655	12,403	45.2
c. Electronic	-	-	5	5	-
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	13,628	-	-	13,628	49.7
*Association rosters and directories	11,885	-	-	11,885	43.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,743	-	-	1,743	6.4
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,575	2,092	1,751	27,418	100.0
PERCENT	86.0	7.6	6.4	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	85		Kentucky	385	
New Hampshire	89		Tennessee	595	
Vermont	66		Alabama	444	
Massachusetts	1,075		Mississippi	194	
Rhode Island	108		EAST SO. CENTRAL	1,618	5.9
Connecticut	371		Arkansas	209	
NEW ENGLAND	1,794	6.6	Louisiana	374	
New York	2,427		Oklahoma	235	
New Jersey	742		Texas	1,891	
Pennsylvania	1,414		WEST SO. CENTRAL	2,709	9.9
MIDDLE ATLANTIC	4,583	16.7	Montana	73	
Ohio	1,131		Idaho	74	
Indiana	434		Wyoming	21	
Illinois	1,061		Colorado	461	
Michigan	900		New Mexico	112	
Wisconsin	459		Arizona	543	
EAST NO. CENTRAL	3,985	14.5	Utah	262	
Minnesota	533		Nevada	147	
Iowa	207		MOUNTAIN	1,693	6.2
Missouri	593		Alaska	33	
North Dakota	52		Washington	520	
South Dakota	64		Oregon	341	
Nebraska	149		California	2,885	
Kansas	220		Hawaii	91	
WEST NO. CENTRAL	1,818	6.6	PACIFIC	3,870	14.1
Delaware	77		UNITED STATES	27,418	100.0
Maryland	686		U.S. Territories	-	
Washington, DC	150		Canada	-	
Virginia	666		Mexico	-	
West Virginia	161		Other International	-	
North Carolina	796		APO/FPO	-	
South Carolina	322				
Georgia	703				
Florida	1,787				
SOUTH ATLANTIC	5,348	19.5			
			TOTAL QUALIFIED CIRCULATION	27,418	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/NEUROLOGY

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	116,822	85,645	72,217	0:33
September	94,532	66,595	57,868	0:35
October	160,207	125,874	100,599	0:31
November	141,421	109,672	88,550	0:36
December	126,685	95,997	73,288	0:38
January	116,693	86,469	70,845	0:41
AVERAGE:	126,060	95,042	77,227	0:35

August 2021 – January 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 1,335 copies or 4.9% to 10,550 copies or 38.4%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 1,743 copies or 6.4%, including DMD Advanced Practice Providers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Toni Haggerty, Senior Director of Business Development

Jared Sonners, Director, Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

March 1, 2022

State

New Jersey

County

Morris

Received by BPA Worldwide

March 1, 2022

Type

BD

ID Number

N157B0D1

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

Copyright © 2021 BPA Worldwide. All rights reserved.